

Message Text

UNCLASSIFIED

PAGE 01 STOCKH 01088 01 OF 02 161609Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----008483 161628Z /40

O P 161501Z MAR 78
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC IMMEDIATE
INFO SECSTATE WASHDC PRIORITY 3310
AMEMBASSY BONN
AMEMBASSY BRUSSELS
AMEMBASSY LONDON
AMEMBASSY PARIS
AMCONSUL DUSSELDORF

UNCLAS SECTION 1 OF 2 STOCKHOLM 1088

E.O. 11652: N/A
TAGS: BEXP, BTRA, SW
SUBJ: PROPOSED AMERICAN FOOTWEAR INDUSTRIES ASSOCIATION IOGA
TRADE MISSION AND ADVANCE VISITS

REF: (A) STATE 47047, (B) LONDON 3086, (C) STOCKHOLM A-009,
(D) USDOC 4869, (E) 77 STOCKHOLM 4968

1. SUMMARY: POST FEELS PROPOSED IOGA FOOTWEAR TRADE MISSION WOULD BE OVERKILL CONSIDERING LIMITED SHOE MARKET POTENTIAL IN SWEDEN. INDIVIDUAL OR SMALL GROUP VISITS BY US SHOE COMPANIES WOULD BE PREFERRED; WE ALSO ENCOURAGE ANY OR ALL MISSION MEMBERS WHO COULD, TO PARTICIPATE IN STOCKHOLM SHOE FAIR SEPTEMBER 20, 21 (BEFORE DUSSELDORF). MARCH 24, GOOD FRIDAY IS A HOLIDAY IN SWEDEN AND EMBASSY RECOMMENDS THAT MANGINI/EVERSON ADVANCE TEAM POSTPONE VISIT TO WEEK OF MARCH 28.

2. DISCUSSIONS DURING VISIT OF BROWN SHOE CO OFFICIALS (REF B) CONFIRMED BASIC CONCLUSIONS OF POST RESEARCH STUDY (REF C) TO EFFECT THAT US SHOES COULD BE COMPETITIVE AGAINST OTHER IMPORTS IN SOME CATEGORIES, E.G. CHILDREN'S,, SPORT/ATHLETIC,
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STOCKH 01088 01 OF 02 161609Z

LEATHER BOOTS, AND HIGH QUALITY MEN'S DRESS SHOES, BUT THAT SIGNIFICANT PENETRATION OF MARKET IS NOT LIKELY.

3. WE HAVE MADE CONTACT WITH SHOE REPRESENTATIVES AND FEDERATION OF SWEDISH AGENTS ON SEVERAL OCCASIONS, MOST RECENTLY AT THE MARCH 16 SEMI-ANNUAL SHOE FAIR, AND IT IS APPARENT THERE ARE SEVERAL AGENTS WHO ARE QUITE INTERESTED IN DISCUSSING

REPRESENTATION OF US SHOES.

4. SWEDISH SHOE INDUSTRY IS OBVIOUSLY HAVING SIMILAR DIFFICULTIES AS AMERICAN, BRITISH, ETC., WITH INABILITY TO MEET PRICE COMPETITION OF MOST IMPORTS; THE RESULTING UNEMPLOYMENT HAS MADE THE SITUATION A POLITICAL ISSUE. AS MENTIONED REF C, PAGE 4, QUOTAS WERE TRIED (ON THE BASIS OF MAINTAINING DEFENSE PRODUCTION) FROM 1975-77; THEY WERE NOT SIGNIFICANTLY HELPFUL AND WERE CONTRARY TO NORMAL SWEDISH TRADE POLICY SO WERE ALLOWED TO EXPIRE LAST JULY. IT IS FAIR TO CONCLUDE THAT MAJOR POSSIBLE DAMAGE HAS ALREADY BEEN DONE TO LOCAL PRODUCTION, BUT OF COURSE NEITHER THE INDUSTRY NOR GOVERNMENT WOULD BE PLEASED BY A CONCERTED ASSAULT ON WHAT REMAINS.

5. WE SEE THESE NEGATIVE FACTORS REGARDING PROPOSED IOGA FOOTWEAR TRADE MISSION:

A. SOME MEMBERS OF GROUP WILL LIKELY BE IN DIRECT COMPETITION WITH SWEDISH MANUFACTURERS AND THE SIZE OF MISSION WILL PROBABLY MAKE ITS PRESENCE RATHER CONSPICUOUS.

B. ALMOST ALL POTENTIAL AGENST ARE AT CONSIDERABLE DISTANCE FROM STOCKHOLM. THEY WILL BE IN STOCKHOLM FOR THE NEXT SHOE FAIR SEPTEMBER 20, 21 AND WHILE SOME WILL BE WILLING TO MAKE A SEPERATE TRIP TO TALK TO US MANUFACTURERS, WE DOUBT ENOUGH COULD BE ATTRACTED TO KEEP ALL MEMBERS OF THE MISSION BUSY
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 STOCKH 01088 01 OF 02 161609Z

AND HAPPY.

C. BOTH COMMERCIAL ATTACHE AND ASSISTANCE COMMERCIAL ATTACHE WILL HAVE RECENTLY ARRIVED (NEITHER YET NAMED) AT TIME OF MISSION THUS COMPLICATION ADVANCE ARRANGEMENTS.

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 STOCKH 01088 02 OF 02 161605Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----008396 161628Z /46

O P 161501Z MAR 78
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC IMMEDIATE
INFO SECSTATE WASHDC PRIORITY 3311
AMEMBASSY BONN
AMEMBASSY BRUSSELS
AMEMBASSY LONDON
AMEMBASSY PARIS
AMCONSUL DUSSELDORF

UNCLAS SECTION 2 OF 2 STOCKHOLM 1088

6. REFERRING TO QUERIES PARA 6 REF A, IF TRADE MISSION WERE TO COME AS PROPOSED, POST WOULD PROVIDE ALL NECESSARY REPSEEKING FUNCTIONS IN ADVANCE. CONSIDERING LOW STAFFING LEVEL NOW PLANNED FOR STOCKHOLM COMMERCIAL SECTION AFTER STC CLOSURE, HOWEVER, HIRE OF SECRETARY FOR A TOTAL OF FIVE TO SEVEN DAYS AT \$52/DAY WILL BE NECESSARY. NO HOLIDAYS CONFLICT SEPTEMBER/OCTOBER BUT HOTELS FOR ALL WEEKDAYS AT THIS TIME ALREADY HEAVILY BOOKED SO COMBINATION OF TWO HOTELS WILL BE NECESSARY. SINGLE HOTEL ROOMS ARE \$50/DAY AND CONFERENCE/HOSPITALITY ROOM APPROXIMATELY \$250/DAY.

7. MID-JUNE TO FIRST OF AUGUST IS HOPELESS TIME FOR A PRODUCTIVE ADVANCE DUE CLOSURE OF MANY COMPANIES. ALSO GOOD FRIDAY, MARCH 24, IS OFFICIAL HOLIDAY SO THAT LITTLE COULD BE ACCOMPLISHED WITH EVERSON/MANGINI VISIT THAT DAY AS PROPOSED USDOC 4869; WEEK BEGINNING MARCH 28 WOULD BE SUITABLE. CONTACT IS WALTER STADTLER (COMMATT) OR EDWARD OLSON (OFFICE PHONE 24-84-20 OR HOME 755-40-65, OR 96-61-97). IF GROUP NEVERTHELESS COMES ON HOLIDAY, COMMATT WILD BE HAPPY MEET AND HAVE DINNER WITH THEM.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STOCKH 01088 02 OF 02 161605Z

8. IN CONCLUSION, POST STRONGLY RECOMMENDS INDIVIDUAL COMPANY OR SMALL GROUP VISITS AS MOST PRODUCTIVE WAY TO EXPLORE FOOTWARE MARKET AND FIND AGENTS IN SWEDEN. (BROWN SHOE CO. WAS REPORTEDLY QUITE SUCCESSFUL IN ITS SOLO VISIT.) IN ADDITION, SINCE THE TIMING OF STOCKHOLM SHOE FAIR (REF E) IS SO CLOSE TO FAIR IN DUSSELDORF, POST RECOMMENDS AS MANY MISSION MEMBERS AS POSSIBLE COME FIRST TO STOCKHOLM FOR DISPLAY OF SAMPLES IN THIS FAIR ON 20 AND 21 BEFORE FLYING TO GERMANY FOR OPENING ON 23RD. EMBASSY WILL ASSIST IN MAKING HOTEL, HOSPITALITY AND EXHIBITION ARRANGEMENTS FOR ALL WHO CAN PARTICIPATE.

9. FYI: ATTENDANCE AT MARCH 15-16 SHOE FAIR WAS 500, 95 PERCENT FROM SWEDEN. THERE ARE ONLY APPROXIMATELY 700 SHOE STORES IN COUNTRY. TOTAL EXHIBITION AREA IS 7000 SQUARE METERS. FEE IS 3000 KRONOR (\$652) PER 20 SQUARE METER UNIT INCLUDING CARPET-

ING; ANY SIZE AREA CAN BE ARRANGED. IN MARCH EVENT FIVE
FRENCH COMPANIES SHARED A 60 SQUARE METER AREA AND SEVERAL
BRAZILIAN MANUFACTURERS HAD A STAND AT SEPTEMBER 77 FAIR.
PERRY

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 16 mar 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978STOCKH01088
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780117-0753
Format: TEL
From: STOCKHOLM
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780358/aaaabwvp.tel
Line Count: 174
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 2bcfa1c5-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 STATE 47047, 78 LONDON 3086, 78 STOCKHOLM A-9, 77 STOCKHOLM 4968
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3299599
Secure: OPEN
Status: NATIVE
Subject: PROPOSED AMERICAN FOOTWEAR INDUSTRIES ASSOCIATION IOGA TRADE MISSION AND ADVANCE VISITS
TAGS: BEXP, BTRA, SW
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/2bcfa1c5-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014